

OFFICE OF NATIONAL DRUG CONTROL POLICY



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Counterdrug Technology Assessment Center

Resource Summary

	Budget Authority (in Millions)		
	FY 2009 Final	FY 2010 Enacted	FY 2011 Request
Drug Resources by Function			
Research & Development	\$3.000	\$5.000	\$0.000
Total Drug Resources by Function	\$3.000	\$5.000	\$0.000
Drug Resources by Decision Unit			
Research & Development	\$3.000	\$5.000	\$0.000
Total Drug Resources by Decision Unit	\$3.000	\$5.000	\$0.000

Drug Resources Personnel Summary			
Total FTEs (direct only)	0	0	0
Drug Resources as a Percent of Budget			
Total Agency Budget (in Billions)	\$0.003	\$0.005	\$0.000
Drug Resources Percentage	100.00%	100.00%	N/A

Program Summary

Mission

The Counterdrug Technology Assessment Center's (CTAC) mission was to serve as the central counterdrug technology research and development organization of the Federal Government. The CTAC program has been discontinued beginning in FY 2011 as its program activities are either being addressed by other Federal Drug Control Program agencies or represent one, among many contributors to various projects.

Budget

The CTAC program is being proposed for deletion in order for ONDCP to focus on higher drug control priorities.

Performance

Introduction

This section on the FY 2009 performance of the CTAC Research & Development program is based on agency GPRA documents, OMB reviews, and other agency documents. The tables include performance measures, targets and achievements for the latest year for which data are available.

Counterdrug Technology Assessment Center		
Selected Measures of Performance	FY 2009 Target	FY 2009 Achieved
» Number of research projects initiated to expand understanding of demand- and supply-side of illegal drug markets	2	8
» Percentage of research projects that form the basis of or contribute to policy or program direction	50%	50%

Discussion

In 2009, CTAC approved the following eight projects:

Expand the re-engineered national vital statistics system (RENVSS). This project will contribute to the enhancement of the Government's ability to track drug overdose deaths and improve the timeliness of the reporting;

Develop a mortality coding tracking component for the RENVSS. This project is closely related to the prior project and will improve the process of collecting the cause of death data (including drug overdose deaths) and improve the timeliness of the reporting;

Enhance Magnetic Resonance Imaging (MRI). This project continues to build upon prior CTAC support for MRI research by enhancing the imaging resolution capability of those machines at much less cost than purchasing new machines with improved resolution;

Develop tunnel detection and activity monitoring for the U.S. southwest border. This project will contribute to the development of sensor technology and deployment in existing public infrastructure (e.g., storm drains) along the southwest border to suppress its use for drug trafficking and other forms of smuggling;

Improve and standardize prescription drug monitoring programs (PDMPs). This project will assist in identifying best practices among existing PDMPs and develop software to automate those practices which will be provided to existing and developing PDMPs to improve their efficiency and timeliness;

Develop communications internet intercept capability (working with the Drug Enforcement Administration). This project contribute to the development of mobile technology to permit law enforcement agencies to intercept internet communications among drug traffickers;

Leverage remote sensing technologies to improve detection of cannabis cultivation sites on public lands. This project will assist in developing technology to enable remote sensing of outdoor marijuana grows early in the production cycle; and

Convene CTAC-hosted conferences. This project will help support the convening of two technology conferences to bring together the world's leading drug supply and demand researchers to discuss their latest advancements.

Six of these 8 projects are being conducted jointly with interagency partners. Interagency Agreements are either in

process or have been signed between ONDCP and the relevant agency. The projects will be implemented over the coming year.

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High Intensity Drug Trafficking Areas

Resource Summary

	Budget Authority (in Millions)		
	FY 2009 Final	FY 2010 Enacted	FY 2011 Request
Drug Resources by Function			
Intelligence	\$60.198	\$61.376	53.600
Interdiction	21.667	22.091	19.292
Investigations	134.474	137.104	119.736
Prevention	2.728	2.728	2.728
Prosecution	8.565	8.733	7.626
Research & Development	2.100	2.700	2.700
Treatment	4.268	4.268	4.268
Total Drug Resources by Function	\$234.000	\$239.000	\$209.950
Drug Resources by Decision Unit			
High Intensity Drug Trafficking Areas	\$234.000	\$239.000	209.950
Total Drug Resources by Decision Unit	\$234.000	\$239.000	\$209.950
Drug Resources Personnel Summary			
Total FTEs (direct only)	0	0	0
Drug Resources as a Percent of Budget			
Total Agency Budget (in Billions)	\$0.2	\$0.2	\$0.2
Drug Resources Percentage	100.00%	100.00%	100.00%

Program Summary

Mission

The HIDTA program was established by the Anti-Drug Abuse Act of 1988 to provide assistance to federal, state and local law enforcement entities operating in areas most adversely affected by drug trafficking. HIDTA was reauthorized in the Office of National Drug Control Policy Reauthorization Act of 2006 (P.L. 109-469). The mission of the HIDTA Program is to

disrupt the market for illegal drugs in the United States by assisting federal, state, local and tribal law enforcement entities to dismantle and disrupt drug trafficking organizations, with particular emphasis on drug trafficking regions that have harmful effects on other parts of the United States.

Budget

In FY 2011, ONDCP requests \$210.0 million, which is a decrease of \$29.0 million from the FY 2010 level.

High Intensity Drug Trafficking Areas Program

Total FY 2011 Request: \$210.0 million
(Reflects \$29.0 million decrease from FY 2010)

A central feature of the HIDTA program is the discretion granted to HIDTA Executive Boards to design a strategy to respond to the specific drug trafficking threats found in each HIDTA region and to develop initiatives to implement that strategy. This discretion ensures that each HIDTA Executive Board can tailor its strategy and initiatives closely to local conditions and can respond quickly to changes in those conditions. In FY 2009, these locally-designed strategies used 67 percent of HIDTA funds for multi-agency investigative task forces and interdiction initiatives and 26 percent for intelligence and information sharing initiatives. Smaller amounts were

used for prosecution (3 percent), prevention and treatment (3 percent) and research and development (1 percent).

FY 2011 Total Changes (-\$29.0 million):

The FY 2011 budget reflects a \$29.0 million reduction, which will be spread based upon ONDCP performance assessments for the HIDTA initiatives.

Performance

Introduction

This section on the performance of the HIDTA program is based on agency GPRA documents and other program information. The table includes performance measures, targets, and achievements.

Selected Measures of Performance	FY 2008 Target	FY 2008 Achieved
»Number of DTOs disrupted or dismantled	2,317	3,171
»Cumulative Number of DTOs disrupted or dismantled	8,997	10,613
»Number of multi-state or international DTOs disrupted or dismantled	1,463	2,009
»Cumulative Number of multi-state or international DTOs disrupted or dismantled	5,684	6,738
»Value of drugs, cash, and other assests seized	\$10.4B	\$33.9B
»Cumulative value of drugs, cash, and other assests seized	\$40.4B	\$87.5B
»Number of CPOT-related DTOs disrupted or dismantled	208	107
»Cost per DTO disrupted or dismantled	\$75,400	\$51,981

Discussion

For FY 2008, the most recent year for which complete data is available, annual reports indicate that there were almost 670 HIDTA initiatives in the 28 HIDTAs and five U.S. southwest border regions. These initiatives were staffed by more than 6,300 Federal agents and analysts and nearly 16,000 state and local officers, analysts, and other representatives. HIDTA initiatives identified more than 8,200 DTOs operating in their areas, of which they expected to disrupt or dismantle 2,935. Data from the Performance Management Process (PMP) show that many of the DTOs identified (34%) trafficked in more than one illegal substance. Of those identified as trafficking in a specific drug, approximately 22% trafficked cocaine, about 17% were reported to traffic in marijuana, 12% methamphetamine, and 5% heroin. Prescription drugs accounted for less than 3% of drugs trafficked.

HIDTAs reported disrupting or dismantling 3,171 (108%) of the DTOs they expected to disrupt or dismantle in FY 2008. More than half (63%) of the disrupted and dismantled DTOs were identified as part of a multi-state or international operation. In the process, HIDTA initiatives removed drugs with a wholesale value of more than \$33 billion from the market, and seized \$572 million in cash and \$203 million in non-cash assets from drug traffickers. PMP data further indicate that 81% of HIDTAs achieved the targets established in the PMP for seizing drugs and 50% achieved PMP targets for the average cost per DTO disrupted or dismantled. In addition, 84% of HIDTAs achieved the desired PMP return on investment (ROI) targets for the wholesale value of drugs taken off the

market and cash and non-cash assets seized.

In FY 2009, ONDCP provided \$3,023,323 in discretionary funding to the Domestic Marijuana Eradication and Investigation Project (DMEIP), which contributed to record eradication of domestic marijuana by Federal, state, and local law enforcement. Such resources help coordinate eradication efforts by the Drug Enforcement Administration, the Department of the Interior, the Department of Agriculture, the National Guard, and the M7 states which, in 2008, resulted in 7.7 million plants being eradicated, an increase of more than 2,000,000 plants from 2007. The HIDTA funding was used for officer overtime, aviation flying hours, special equipment purchases, and other investigative costs.

In FY 2009, ONDCP awarded \$200,000 in discretionary funding and \$500,000 in baseline funding to the National Methamphetamine and Pharmaceuticals Initiative (NMPI). The purpose of the NMPI is to counter the production, distribution and consumption of methamphetamine and precursor chemicals in the United States through training; information sharing; assisting in targeting criminal enterprises involved in these activities; and investigative support. In FY 2009, the NMPI continued to sponsor and manage conferences between U.S. Federal, state, and local law enforcement and certain international partners such as China and Canada. As a result of added responsibilities regarding pharmaceuticals, the NMPI further monitors programs or legislation that impact diversion control of legal substances that could be or have been abused.

In FY 2009, ONDCP released the second National Southwest Border Counternarcotics Strategy. The HIDTA Program, specifically the five regions of the Southwest Border (SWB) HIDTA, plays a major role with the implementation of that strategy. The SWB HIDTA has as its primary goal the disruption of the flow of illicit drugs from Mexico, and has expanded its mission to include the movement of cash, assets, and weapons from the U.S. into Mexico. While it continued to participate in various initiatives along the entire border and in the Domestic Highway Enforcement (DHE) Program, the SWB HIDTA increased its focus on initiatives in support of the Southwest Border Counternarcotics Strategy. Improved and enhanced cooperation, communications, and coordination are an integral part of the SWB HIDTA as it assists in the implementation of the Strategy.

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Other Federal Drug Control Programs

Resource Summary

	Budget Authority (in Millions)		
	FY 2009 Final	FY 2010 Enacted	FY 2011 Request
Drug Resources by Function			
Prevention	\$160.000	\$140.000	\$152.000
Research & Development	13.450	13.400	12.350
Treatment	1.250	1.000	0.950
Total Drug Resources by Function	\$174.700	\$154.400	\$165.300
Drug Resources by Decision Unit			
National Youth Anti-Drug Media Campaign	70.000	45.000	66.500
Drug-Free Communities	90.000	95.000	85.500
National Drug Court Institute	1.250	1.000	0.950
Anti-Doping Activities	9.800	10.000	9.025
Performance Measures Development	0.500	0.250	0.237
National Alliance of Model State Drug Laws	1.250	1.250	1.188
World Anti-Doping Agency Dues	1.900	1.900	1.900
Total Drug Resources by Decision Unit	\$174.700	\$154.400	\$165.300
Drug Resources Personnel Summary			
Total FTEs (direct only)	1	1	1
Drug Resources as a Percent of Budget			
Total Agency Budget (in Billions)	\$0.2	\$0.2	\$0.2
Drug Resources Percentage	100.00%	100.00%	100.00%

Program Summary

Mission

The Anti-Drug Abuse Act of 1988, as amended, and the Office of National Drug Control Policy (ONDCP) Reauthorization Act of 2006, established this account to be administered by the Director of ONDCP. The funds appropriated to the program support high-priority drug control programs and may be transferred to drug control agencies.

Budget

In FY 2011, ONDCP requests \$165.3 million for the Other Federal Drug Control Programs (OFDCP), which is an increase of \$10.9 million above the FY 2010 level. OFDCP has seven decision units: National Youth Anti-Drug Media Campaign; Drug-Free Communities (DFC); National Drug Court Institute (NDCI); Anti-Doping Activities; Performance Measures Development (PMD); the National Alliance of Model State Drug Laws (NAMSDL); and World Anti-Doping Agency (WADA).

National Youth Anti-Drug Media Campaign

Total FY 2011 Request: \$66.5 million

(Reflects \$21.5 million increase from FY 2010)

The FY 2010 resources of \$45 million will enable the Media Campaign to begin implementing a new two-tiered strategy, including a pilot program targeting at-risk communities or populations. Tier one includes a fully integrated effort that combines TV, radio, print, and interactive media with public communications outreach to reach youth, providing a broad prevention base nationally. This tier will include more emphasis on the use of online media to increase teen engagement and participation. Messages will largely focus on educating young people on the negative health, social, academic and financial consequences of using substances and persuading them to remain “Above the Influence.” The second tier will involve more targeted efforts focusing on populations or communities at risk of drug use. This includes an emphasis on addressing methamphetamine in the specific states with high usage rates as well as a specific initiative targeting American Indian youth. In addition, the Campaign will begin to develop and test small-scale, pilot projects designed to reach at-risk youth at the community level, which might include the youth who are particularly impacted by the negative consequences of substance abuse (e.g., African American, Hispanic, American Indian youth, inner city youth or rural youth who may not have ready access to digital media). The Media Campaign will continue to develop popular, science-based materials in order to fulfill public and constituent requests received by national clearinghouses and through the Media Campaign’s web sites. At this funding level,

the parent paid advertising and online efforts will be discontinued.

FY 2011 Total Changes (+\$21.5 million):

Resources will fund the new two-tier strategy initiated in FY 2010. Tier one will provide a longer and continuous base level of prevention communications targeting teens 14-16 (those moving from middle school into high school) at the national level. This effort will continue to evolve the broad “Above the Influence” platform, allowing it to address the general behavior of drug abuse as well as other emerging drug threats for teens. This layer of the campaign would be delivered via a mix of digital and traditional media, opening the Campaign up to greater youth participation and engaging media partners and marketing communications companies.

The second tier involves a wider implementation of targeted initiatives focusing on communities or populations at risk, recognizing that susceptibility to substance abuse is *not* evenly distributed across the youth population, and that different at-risk populations—whether defined demographically, regionally or in some other fashion—are best reached and influenced in different ways with active participation of their communities. Based on the learnings from the pilot projects, resources will be used to implement localized efforts to more communities and/or populations. In addition, this tier includes the required ten percent to focus on methamphetamine demand reduction advertising in geographic areas with the highest level of meth abuse. Resources

will also be used to develop and implement a public communications and advertising effort targeting adult influencers of teens, including parents, to help reinforce the localized efforts.

Drug-Free Communities

FY 2011 Request: \$85.5 million

(Reflects \$9.5 million decrease from FY 2010)

The FY 2010 resources of \$95.0 million will support the development of community drug-free coalitions throughout the United States. The program provides up to \$125,000 per year in grant funding to local drug-free community coalitions which must be matched at a minimum 1:1 ratio by local communities. These grants are awarded through peer-reviewed annual competitions. Community coalitions strive to increase community involvement and effectiveness in carrying out a wide array of drug prevention strategies, initiatives, and activities.

FY 2011 Total Changes (-\$9.5 million):

Reduced funding will be provided to DFC coalitions in FY 2011.

National Drug Court Institute

FY 2011 Request: \$0.9 million

(Reflects \$0.1 million decrease from FY 2010)

The FY 2010 resources of \$1.0 million will support NDCI's efforts to improve and expand drug courts through its research, training, and technical assistance programs. NDCI will conduct research and produce reports on successful methods of financing and sustaining drug courts. The program will also provide technical assistance to court systems wishing to adopt these methods. NDCI will use resources to continue to develop and encourage standard drug court data collection

practices, which allow for comparisons across drug court systems.

FY 2011 Total Changes (-\$0.1 million):

A reduced amount of funding is requested for the grantee in FY 2011.

Anti-Doping Activities

FY 2011 Request: \$9.0 million

(Reflects \$1.0 million decrease from FY 2010)

The FY 2010 resources of \$10.0 million will continue anti-doping efforts to educate athletes on the dangers of drug use and eliminate doping in amateur athletic competitions recognized by the United States Olympic Committee. Specifically, these funds support athlete drug testing programs, research initiatives, educational programs, and efforts to inform athletes of the newly adopted rules governing the use of prohibited substances outlined in the recently updated World Anti-Doping Code (the Code). In addition, funds will support legal efforts to enforce compliance with the Code and adjudicate athlete appeals involving doping violations.

FY 2010 Total Changes (-\$1.0 million):

The Budget proposes to reduce funding by \$1.0 million reflecting decrease in funding.

Performance Measures Development

FY 2011 Request: \$0.2 million

(Reflects \$0.1 million decrease from FY 2010)

The FY 2010 resources of \$0.3 million will continue to assist in research and evaluation efforts that develop means for continually assessing the performance and effectiveness of drug reduction programs. These funds will be used to obtain critical drug indicator data, and apply those data to studies that permit program managers to respond to changes in drug market

conditions, as well as gauge the effectiveness of their efforts.

FY 2011 Total Changes (-\$0.1 million): A reduced amount of funding will be provided for the performance research.

National Alliance for Model State Drug Laws

FY 2011 Request: \$1.2 million

(Reflects \$0.1 million decrease from FY 2010)

The FY 2010 resources of \$1.3 million will support the National Alliance for Model State Drug Laws to prepare and conduct state model law summits and assist state officials in the promotion and adoption of summit-based laws. In addition, resources will support the development and distribution of updated model laws, as well as analyses of state laws and bills involving drug issues.

FY 2011 Total Changes (-\$0.1 million): A reduced amount of funding is requested for the grantee in FY 2011.

World Anti-Doping Agency Dues

FY 2011 Request: \$1.9 million

(Reflects no change from FY 2010)

The FY 2010 resources of \$1.9 million will support WADA's mission to address performance enhancing and illicit drug use in Olympic sports. The organization is jointly funded by national governments and the international sporting movement. The United States continues to play a leadership role in WADA's development by serving on the agency's governing Executive Committee and Foundation Board. Funds will support drug testing operations, athlete drug education and prevention efforts, and research.

FY 2011 Total Changes (no change): There is no program change.

Performance

National Youth Anti-Drug Media Campaign

This section on the FY 2009 performance of the Media Campaign program is based on GPRA documents. The table includes performance measures, targets and achievements. In accordance with the 2006 Reauthorization, ONDCP will provide the required annual report on the Media Campaign's effectiveness based on data from Monitoring the Future, National Survey on Drug Use and Health, a special analysis of the Partnership for Drug-Free America's PATS survey conducted by GfK North America (Roper) and other relevant studies, including tracking and evaluation data collected according to marketing and advertising standards.

Media Campaign		
Selected Measures of Performance	FY 2009 Target	FY 2009 Achieved
»Percentage of youth ages 12-18 who believe there is great risk of harm from regular marijuana use	50%	53%
»Percentage of teens, 14-16, who think they definitely will not smoke marijuana at any time during the next year	35%	44%
»Percentage of teens, 14-16, who think they definitely will not smoke marijuana if offered by a close friend	35%	47%

Discussion

During FY 2009, Campaign's strategic goals were to: (1) increase awareness of the risk of drug use, (2) change attitudes about drug use among youth and about the value of parental monitoring among parents, and (3) change intentions regarding drug use among youth and parental monitoring among parents.

The multiple and varied highlights of the FY 2009 accomplishments are briefly outlined below according to the three platforms of the Campaign – youth, parents, and meth/other emerging drugs.

FY 2009 Youth-focused Accomplishments

The Campaign successfully maintained 52 weeks of media presence to engage teens with drug prevention messages. For FY 2009, the Campaign reached 97% of teens (ages 12-17) approximately 72 times.

Youth Ad Tracking Study Results:

- In FY 2009, Campaign research indicated an average of 76% of the Campaign's target audience were aware of ATI advertising. This figure places ATI at the top of the list along with other teen targeted national brands such as Coca Cola, Burger King and Nike.

- In addition, an average of 82% of teens recognized the ATI brand logo. This logo awareness figure continued to be significantly higher than other national social marketing campaigns including the American Legacy Foundation's (an anti-tobacco group funded through the Master Settlement Agreement with the tobacco industry) teen-targeted anti-tobacco Truth Campaign, which had an awareness of 63%.
- In addition, there was a positive association between increased awareness levels of Campaign advertising and an increase among anti-drug beliefs in the teen target. Specifically, teens that were aware of the Campaign held stronger anti-drug beliefs than teens that were unaware of the Campaign.

Online and Web (AbovethelInfluence.com) Results:

- The Campaign extended the ATI message by buying key search terms on search engine sites such as *Google.com* and *Yahoo.com*, so Campaign-related content would appear in search results (e.g., "marijuana," "alcohol," "meth," and "why take drugs").
 - Paid search generated 1.1 million clicks to *AbovethelInfluence.com*.

- Search ads outperformed industry standards by a factor of four.
- In addition to buying paid search terms, the Campaign reconfigured pages within the “Drugs Facts” section on *AbovetheInfluence.com* to increase the likelihood that the Campaign Web site would appear on “organic” search results (those results that were not paid advertising), from sites such as *Google.com*, *Yahoo.com* and *Bing.com*. The Web site now appears on the first page of search results for 75 new search terms and 42 new keywords.
- In FY 2009, the Campaign created viral, sharable assets to leverage the social nature of how teens use the Web today while allowing the ATI message to be endorsed by, advocated, and spread through environments where teens spend most of their time online.
 - Sharable assets (i.e. widgets, badges) were downloaded or sent to friends nearly 600,000 times in FY 2009.
 - Online media delivered 1.5 billion media impressions (the potential number of people who would see, read or hear a message) on 20 teen-targeted sites such as *MySpace.com*, *Hulu.com*, and *MTV.com*.
 - ATI online advertising surpassed industry averages for click-through rates (people who went from a banner ad to click through to go on the Web site), with Campaign banner ads outperforming industry standards by 2.5 times.

FY 2009 Parent-focused Accomplishments

Starting in 2008 and continuing in 2009, the Parents campaign focused on the key emerging drug threat among teens as indicated by the National Survey on Drug Use and Health (NSDUH), prescription medications. Research showed that parents had not been discussing the dangers of prescription abuse with their teens. Using the Campaign’s brand for parents, *Parents: The Anti-Drug*, new advertising and outreach communicated to parents the nature of this growing threat and the simple actions they could take to help prevent youth prescription drug abuse. Research continued to show that parents’ actions played a crucial role in protecting adolescents from drug use and a wide variety of other risky behaviors.

Parents Campaign Results:

- Reached 90% of the parent target audience an average of 10 times from April – June 2009, through paid advertising.
- The Parents Ad Tracking Study showed an increase in parent awareness of the advertising and signs of a positive impact on their beliefs - both important precursors to changing behaviors:
 - Parents’ belief that prescription drug abuse was prevalent among teens reached its all-time high of 87%, from a pre-launch average of 77%.
 - There had been significant growth in parents’ stated intention to properly conceal or dispose of old or unneeded medicines (67% to 75%) and to ask friends and family to safeguard their drugs (42% to 49%).

- The Campaign's advertising effort was bolstered by outreach to news media outlets to get stories about prescription drugs featured in newspaper articles, TV news shows and online sites. The Campaign had initially set a goal of 50 million news media impressions (the potential number of people who would see, read or hear the message) for this initiative. To date, the Campaign has received more than 120 million news media impressions on the initiative, spreading the initiative deeper into local markets.
- The results of a news media content analysis (where a vendor actually reviewed the content of a news story to see if the prescription drug issue was mentioned and also referred to ONDCP/Media Campaign) showed that the Campaign was the most cited source of news stories about prescription drugs. The Campaign was referenced as a resource in news stories more than any other organization, including National Institute on Drug Abuse (NIDA), Substance Abuse and Mental Health Services Administration (SAMHSA), Partnership for a Drug-Free America, and the over-the-counter medicine industry organization, Consumer Healthcare Products Association (CHPA).

Online and Web (*TheAntiDrug.com*) Results:

- During FY 2009, the Campaign's parent Web site (*TheAntiDrug.com*) received 2,267,461 visits, a rate of approximately 190,000 visits per month.
 - Online media delivered 278.3 million media impressions (the potential number of people who will see, read or hear a message) on 15 parent-targeted sites, such as *Parents.com*, *iVillage.com*, and *CNN.com*.
- Online advertising for the parent campaign surpassed industry averages for click-through rates (people who will go from a banner ad to click through to go on the Web site), with campaign banner ads surpassing industry standards by two times.
- The Campaign sought to be in the top places when people searched for drug-related terms on the most widely-used search engines – thereby providing them with immediate access to accurate drug information.
 - Clicks on paid keyword search terms generated 101,000 clicks to the Web site.
 - Search ads outperformed industry standards by two times.

FY 2009 Anti-Meth Campaign Accomplishments

The Campaign's Anti-Meth efforts were directed to young adults as national drug prevalence data show substantially higher use rates for 18-25 year olds. The most recent NSDUH showed past-year usage for young adults aged 18-25 remained over two times higher than past-year use rate for teens, ages 12-17. Further, average age of first use remained consistent at 19.2 years.

The 2009 Anti-Meth Campaign launched in September and ran through November 2009. The Campaign delivered most of its advertising weight to specific states with high methamphetamine usage rates based on the NSDUH 2004-2007 data and/or high levels of meth lab seizures. The Anti-Meth Campaign aimed to prevent methamphetamine use, dispel myths that treatment for meth addiction was ineffective, and encourage people who

need help to get into treatment. The FY 2009 Anti-Meth Campaign performed the following:

- The full suite of anti-meth advertising, including television, print, out-of-home (e.g., roadside billboards, convenience store posters and gas pump signs), radio and Internet advertising, was delivered across 16 states.
- Launched a redesigned methresources.gov website to better provide information and materials to individuals and organizations.
- Reached 87% of the target audience an average of 13 times during the campaign. Provided a mechanism for local organizations and community coalitions to receive free anti-meth resources, including customizable versions of the ads (e.g. TV, print, radio, out-of-home billboards, and posters) for use as public-service announcements.

The Campaign's Media Match program has generated approximately \$1.28 billion in incremental media value for the Campaign since its inception (1998 through 2009). The Campaign accomplishments are significant and contribute meaningfully to the demand reduction component of the *Strategy*. It is a fact that fewer than 20 percent of American youth receive an evidence-based drug education program in school, and only 25 percent live in a community served by a Drug-Free Community grant. The great majority of American youth are exposed to a rising tide of pro-drug content in their media and social networking environments. The ATI campaign is often-times the only substantive counter to messages normalizing drug use and trivializing the consequences. Youth response to ATI

demonstrates that it is reaching youth with clear, consistent, credible messages that strengthen adolescents' ability to resist negative social influences and avoid drug use.

Drug Free Communities Program

This section on the FY 2009 performance of the Drug Free Communities Program (DFC) program is based on agency GPRA documents, OMB program reviews, and other agency documents. The table includes performance measures, targets, and achievements for the latest year for which data are available.

Drug Free Communities Program		
Selected Measures of Performance	FY 2009 Target	FY 2009 Achieved
» Percent coalitions that report decreased risk factors in community	60%	63%
» Percent coalitions that report increased protective factors	72%	76%
» Percent coalitions that report improvement in past 30-day youth use of alcohol, tobacco, or marijuana	88%	90%
» Percent coalitions that report positive change in the age of initiation of tobacco, alcohol, or marijuana	91%	96%
» Percent coalitions that report positive change in youth perception of risk from tobacco, alcohol or marijuana	95%	93%
» Percent coalitions that report positive change in youth perception of parental disapproval of the use of alcohol, tobacco, or marijuana	95%	91%

Discussion

In 2009, the DFC program met or exceeded all but two of their performance goals (“positive change in youth perception of risk from tobacco, alcohol or marijuana” and “positive change in youth perception of parental disapproval of the use of alcohol, tobacco or marijuana”). These measures have historically shown “ceiling” effects: most youth understand that drugs are risky and most parents disapprove of use. As the program has matured, the targets for these measures have risen each year. With the targets approaching 100%, it is increasingly difficult for coalitions to detect and document incremental change.

DFC-funded coalitions are making strides to reduce youth substance use and bolster their communities’ response to emerging drug threats. The two coalitions discussed below are examples of resulting reductions in youth substance use.

In rural southeast Iowa, at least 53% of 11th graders reported having had at least one

drink in the past 30 days (2005). The Van Buren County SAFE Coalition in Keosauqua, Iowa, brought community organizations and individuals together to address this critical issue. Using DFC funding, the coalition executed a comprehensive environmental strategy, including alcohol compliance checks and merchant education. In addition, the coalition worked with local law enforcement to produce policy change to institutionalize uniform compliance checks: also, incentives for merchants who had all employees trained on the proper and legal sale of alcohol. This coordinated effort led by the Coalition reduced youth alcohol use rates among 11th graders to 34% in 2008.

Tobacco addiction affects both the young and old alike. The Troy Community Coalition in Troy, Michigan, implemented a multi-faceted approach to prevent tobacco use and reduce the number of its residents addicted to the drug. The coalition engaged youth through a variety of activities, such as presentations at all Troy middle schools.

The coalition also educated adults through Smoking Cessation classes. In addition, the coalition partnered with local professional associations, such as the University of Detroit Mercy Dental School and the Arab-American Chaldean Association and provided education on the use of hookahs, a type of tobacco pipe. Through coalition efforts, tobacco use among 10th graders dropped from 55% in 1988 to 20% in 2008.

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Salaries and Expenses

Resource Summary

	Budget Authority (in Millions)		
	FY 2009	FY 2010	FY 2011
	Final	Enacted	Request
Drug Resources by Function			
Interdiction	\$5.363	\$5.855	\$5.169
International	5.363	5.854	5.168
Investigations	3.270	3.570	3.152
Prevention	4.317	4.713	4.160
Research & Development	1.300	1.300	1.235
State and Local Assistance	3.270	3.570	3.152
Treatment	4.317	4.713	4.160
Total Drug Resources by Function	\$27.200	\$29.575	\$26.196
Drug Resources by Decision Unit			
Operations	\$25.900	\$28.275	\$24.961
Policy Research	1.300	1.300	1.235
Total Drug Resources by Decision Unit	\$27.200	\$29.575	\$26.196
Drug Resources Personnel Summary			
Total FTEs (direct only)	108	118	98
Drug Resources as a Percent of Budget			
Total Agency Budget (in Billions)	\$0.027	\$0.030	\$0.026
Drug Resources Percentage	100%	100%	100%

Program Summary

Mission

The Office of National Drug Control Policy (ONDCP), established by the Anti-Drug Abuse Act of 1988, and reauthorized by the ONDCP Reauthorization Act of 2006, is charged with developing policies, objectives and priorities for the National Drug Control Program. ONDCP seeks to foster healthy individuals and safe communities by effectively leading the nation's effort to

reduce drug use and its consequences. ONDCP's responsibilities include developing a *National Drug Control Strategy* and a consolidated National Drug Control Budget. ONDCP also provides oversight on major programs such as the National Youth Anti-Drug Media Campaign, Drug-Free Communities, and High Intensity Drug Trafficking Areas (HIDTA). In addition, ONDCP conducts policy analysis and research to determine the effectiveness of drug programs and policies in accomplishing the *Strategy's* goals.

Budget

In FY 2011, ONDCP requests \$26.2 million, which is a decrease of \$3.4 million from the FY 2010 enacted level. ONDCP has two major decision units: Operations and Policy Research.

Operations

Total FY 2011 Request: \$24.9 million

(Reflects \$3.3 million decrease from FY 2010)

The FY 2010 resources of \$28.2 million will enable ONDCP to carry out its responsibilities of advising the President on national and international drug control policies and strategies, and to ensure the effective coordination of anti-drug programs among National Drug Control Program agencies. In addition, ONDCP will provide oversight on major programs, such as the National Youth Anti-Drug Media Campaign, Drug-Free Communities, and HIDTA.

FY 2011 Total Changes (-\$3.3 million):

A reduced amount of funding is requested for this program in FY 2011.

Policy Research

Total FY 2011 Request: \$1.2 million

(Reflects \$0.1 million decrease from FY 2010)

The FY 2010 resources of \$1.3 million support policy research to inform the policy-making process. ONDCP conducts research to inform drug policy by identifying strategic trends in the supply of and demand for illegal drugs. Because drug trafficking and use is a covert activity, data must be drawn from a variety of sources to understand trends and the reasons behind the trends.

FY 2011 Total Changes (-\$0.1 million):

The Budget reflects a slight reduction to policy research efforts.

Performance

ONDCP supports four key programs:

National Youth Anti-Drug Media Campaign, Drug Free Communities Program,

Counterdrug Technology Assessment

Center, and the High Intensity Drug

Trafficking Areas Program. Performance

information for these programs is provided

in the respective sections of this document.